New Order

Agency:

Crossroads Media LLC

Station:

WJLA-TV

Fiight Start:

05/23/2012

Office: Client:

Alexandria

Order Type: Cancel Date: Normal

Flight End:

Hiatus:

05/29/2012

Product:

12 - CrossroadsGPS 11 - Crossroads GPS

Billing Cycle:

Monthly

Piggyback Product: Estimate:

593 - GPS VA FLIGHT B TV 30'S 5.23-5.29.12

Billing Calendar:

Broadcast

Received in ePort:

5/17/2012 5:38:02 PM

Airtime Dollars:

Total Dollars:

Total Spots:

\$35,500.00

\$35,500.00

Interactive Dollars: Non-Airtime Doilars:

\$0.00 \$0.00

18

Primary Demo:

Demo 2:

Demo 3:

GRP:

A35+

50.40

Local/National:

Local

Rep Office: AE:

WJLA-TV

Barbara Monares

Phone:

OrderID:

2134966

Status:

New

MarketShare:

CPP:

\$704.37

Comments:

Separation: 30

Daily Airtime Lines

Line	Daypart	DPT											Totals for Entire F			
No	(Program)	Code	Rate	C/T	Len	5/23	5/24	5/25	5/26	5/27	5/28	5/29		Spots	Rtg	CPP
1	WThFMTu 7A-9A GD MRN AMR- ABC	EM	\$1,200.0 0	С	30	1	0	1	0	0	1	0		3	1.80	\$666.67
LPMa	y/2011LP (pav)												·			
2	WThFMTu 12:30P-1P	DT	\$750.00	С	30	0	1	0	0	0	0	1		2	1.60	\$468.75
	MILLIONAIRE															
LPMa	y/2011LP (pav)															
3	WThFMTu 6P- 6:30P ABC7 NWS AT 6	EN	\$1,600.0 0	С	30	0	1	0	0	0	1	0		2	2.90	\$551.72
LPMa	y/2011LP (pav)															
4	WThFMTu 7P- 7:30P WHEEL-FORTNE	PA	\$3,000.0 0	С	30	1	0	1	0	0	0	1		3	4.10	\$731.71
LPMa	y/2011LP (pav)					ľ										
5	WThFMTu 7:30P-	PA	\$4,000.0 0	С	30	0	1	0	0	0	1	0		2	5.20	\$769.23
	JEOPARDY		•			1										
LPMay	y/2011LP (pav)					[
	WThFMTu 11P- 11:35P ABC7 NWS AT 11	LN	\$2,500.0 0	С	30	0	1	0	0	0	1	0		2	2.70	\$925.93

New Order (Page 9)

Ager Clien	t:	Crossroa 12 - Cros	Station: Product:				WJL/ 11 - (ads GP	PS	Order ID: Estimate: Received in ePort:	2134966 593 - GPS VA FLIGHT B TV 30'S 5.23-5.29.12 5/17/2012 5:38:02 PM						
Flight Start:		05/23/2012				Flig	jht End	l:	05/29/2012									
Line	Daypart	DPT																ire Flight
No	(Program)	Code	Rate	C/T	Len	5/23	5/24	5/25	5/26	5/27	5/28	5/29				Spots	Rtg	CPP
LPMa	y/2011LP (pav)															Opota	iviā	
7	WThFMTu 11:35F 12:05A ABC-NITELINE	- LF	\$1,200.0 0	С	30	1	0	1	0	0	0	1				3	1.80	\$666.67
LPMa	y/2011LP (pav)					ľ										1		
8	Su 11P-12A ABC7 NWS AT 11	RT	\$1,600.0 0	С	30	0	0	0	0	1	0	0				1	2.50	\$640.0
LPMa	y/2011LP (pav)																	
				Total	I Spots:	3	4	3	0	1	4	3				18		
			Total GR	RP/GIM	IP(000):	7.7	12.4	7.7	0.0	2.5	12.6	7.5					50.4	
	Cash\$ - Sp	ots: \$35,	500.00 - 18	Trad	ie\$ - Sp	ots: \$0	0 - 00.0	Tot	al Cos	t: \$35.	500.00	Total 0	CPP/CMP: \$704	37				